1920

KELLOGG'S

GREAT CROPS OF

STRAWBERRIES

AND HOW TO GROW THEM

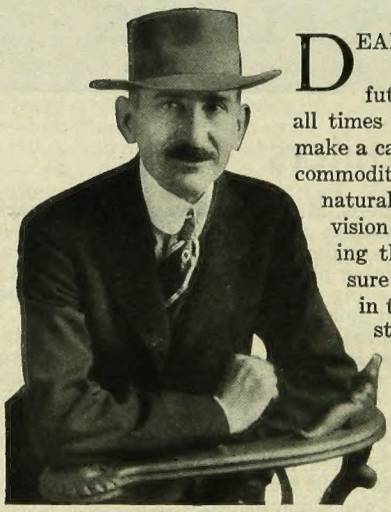
THE KELLOGG WAY

KELLOGG'S BIG LATE

R. M. KELLOGG CO.
THREE RIVERS, MICH.

Progressive, the Universal Everbearer

The Future Outlook



F. E. BEATTY, President

DEAR FRIEND:

I admit that it is difficult to predict the future with absolute certainty, but as I am at all times in close touch with business conditions and make a careful study of prices, supply and demand of commodities which enter into the production of food, naturally I am in a position to enjoy a very clear vision of the strawberry growers' future; and feeling that you should know conditions which are sure to develop, it shall be my aim to give you, in this short personal message, a glimpse of the strawberry future as I see it.

In 1918, strawberries sold readily at 15 to 25 cents per quart, and I predicted at that time that 1919 prices would be still higher. I was not at all surprised upon receiving reports from all sections of the country, to find that the 1919 strawberry crop had brought from 25 to 40 cents per quart. My 1918 prediction was realized, and I now predict with the fullest confidence, that strawberries are going to be in greater demand at higher prices for several years to come, than at any time in the past. If you will carefully consider the following facts, you will agree that I am justified in making this statement:

In the first place, the strawberry is the most delicious and most appetizing of all fruit. It is the first to ripen in the spring and the last to ripen in the fall. More than this—people are just awakening to the wonderful value of strawberries in promoting and maintaining health.

The present high cost of strawberries together with prospects for still higher prices, makes it decidedly to your best interest to grow your own strawberries, as the only way you can escape paying these high prices is by having your own strawberry garden. This will give you your own strawberries absolutely free, because a strawberry garden which costs at the outset only a few dollars, will produce more berries than your family can use throughout the year, and the amount realized from the sale of the surplus berries will more than offset the cost of the garden, and undoubtedly give you a nice cash profit besides.

If you are growing strawberries for market, you now have a greater opportunity to make a big profit than ever before. A letter received recently from one of our Western customers states that he made **$10,000** from only six acres of strawberries last year, and another advises me that he sold more than **$800** worth of berries from only one-fourth acre. An Ohio customer who had only a small strawberry garden, realized **$200** cash profit after his family had been fully supplied, and one of our Pennsylvania customers is using the profits from his small strawberry garden in making payments on his home. And many similar reports from every section of the country assure me of the wonderful future for strawberry growers, regardless of their location and convince me beyond all question, that the coming years will more than verify what I have predicted.

Trusting that you may profit by what I have said here, and assuring you that it will give me pleasure to assist you in growing strawberries either for home use or for market, I am Sincerely yours,

F. E. Beatty

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KELLOGG PEDIGREE STRAWBERRY PLANTS

Super-Fruiters

FOR more than 40 years the R. M. Kellogg Company trade-mark has represented the highest possible development in strawberry plants. Kellogg Pedigree Plants are developed on the wonderful Kellogg farm from strong vigorous mother plants of the highest productive powers, selected especially for breeding purposes only after they have passed the Kellogg test and measured up to the high Kellogg standard.

Developed under the supervision of Kellogg strawberry experts who are acknowledged by the best horticultural authorities as the world's leaders; grown under Skinner overhead irrigation in soil and climate especially adapted to the highest development of every desirable quality, Kellogg Pedigree Plants are just naturally heavy producers of big delicious berries. It is practically impossible to keep them from fruiting. They fruit with a determination and persistency. Each plant seemingly tries to excel, both in quality and quantity of berries.

Kellogg Pedigree Plants are Nature's favorites in the truest sense. Their heavy productiveness is an inherited quality that is maintained and strengthened through each succeeding generation by following closely the most intensive and scientific principles of Nature, and their enormous crops of delicious berries have won for them the well-deserved title, **"Kellogg's Super-Fruiters."** This means that Kellogg Pedigree Plants possess superior fruiting powers and is an acknowledgement that they enjoy unquestioned and unrivalled world leadership.

Could anything aside from actual experience, so firmly convince you of the high quality and productiveness of Kellogg Pedigree Plants as endorsements like the following from those who grow them:

"I have grown Kellogg strawberries exclusively for more than twenty-five years and expect to continue as long as Kellogg Pedigree Plants measure up to their past and present high standard."
A. H. Tomlinson, Iowa.

"My Kellogg Pedigree Plants produced at the rate of $800 per acre last year, while other growers around here who set common plants had scarcely enough berries to pay for picking."
J. S. McCoy, Ohio.

"Just finished picking the third crop from my three-acre patch of Kellogg Pedigree Plants, which brought **$3400.00** right at the field." Henry H. Wenzel, Kansas.

"Although this is not considered a strawberry country, my Kellogg Pedigree Plants have made the natives here sit up and take notice. All the surplus berries I have had to dispose of so far have sold readily at **40** cents per quart." J. C. Kittle, Washington.

$10,000 FROM ONLY SIX ACRES OF KELLOGG STRAWBERRIES

Kellogg Pedigree Plants beat them all! How's this: Gross receipts Ten Thousand Dollars from only six acres of Kellogg Strawberries." O. J. Wigen, B. C.

We never have overestimated the quality and productiveness of Kellogg Pedigree Plants. Our strongest claims are more than verified in thousands of similar reports which we are constantly receiving from satisfied and enthusiastic customers everywhere.

But notwithstanding their immense productiveness, it costs no more to feed and care for Kellogg Pedigree Plants than common plants. By this we refer to the fertilizers (plant

"This is a photograph of the Kellogg Pedigree Plants which I dug while visiting your farm last spring. These were plants which had been discarded because they were not up to the Kellogg standard, but their appearance at this time (two months after being set) convinces me that in quality, they are all anyone could possibly desire. I consider them wonderful, as they are now as large and vigorous as my two-year-old home-grown plants. This experience with your discarded plants makes me look forward with pleasant anticipation to next season, when I shall set a patch of regular Kellogg Pedigree Plants. Thanking you for the courtesies shown me while in Three Rivers, I am
Sincerely yours,
G. A. Merrick, Ontario.

food) necessary in building a berry crop, also the labor of setting, hoeing and cultivating the plants. These are fixed costs whether you set productive or non-productive plants.

Should you feel tempted to set common plants because they are a trifle lower in price, remember that the foundation for your berry crop is laid when you set the plants because the quality and productive powers of the plants you set determine the size and quality of your berry crop. Before deciding upon the strain you are to set, it will pay you well indeed to consider what results you may expect at fruiting time. Common plants, which at fruiting time fail to respond with a full crop of high-quality berries, are dearly paid for at any price, because your time, money, hard work and the use of your ground may be entirely lost.

Surely, if you will follow the dictates of your own good judgment, you will not experiment with common plants of unknown fruiting powers, but will profit by the experience of thousands and set only Kellogg Pedigree Plants. The results will win you completely when they begin fruiting and you will then realize why quality pays.

Kellogg's Insurance

Setting Kellogg Pedigree Plants is insurance of complete and lasting satisfaction because they are produced under the most perfect conditions, every demand of Nature being fully supplied. The soil on the Kellogg farm is in constant rotation of crops and is at all times abundantly supplied with the necessary plant foods, (nitrogen, phosphorus and potassium), which are furnished through trainloads of stable manure, tons of commercial fertilizers and heavy crops of legumes. Our complete equipment of farm machinery including three powerful tractors, enables us to keep our soil always in perfect mechanical condition.

Our immense Skinner overhead irrigation system provides the moisture which the plants require and which also is necessary in converting the plant food into available form for the plants' use. This is one of the most vital requirements in developing the plants' productive powers and is especially valuable during continued drouth, because it prevents any check in their development.

This abundance of moisture and available plant food together with the proper rotation of crops and the most scientific cultural methods results in perfect conditions, assuring each Kellogg Pedigree plant the highest possible development and providing them with sufficient stored up vitality to withstand extreme conditions if necessary.

Injurious insects and plant diseases are practically unknown on the Kellogg farm. As an additional insurance and precaution, however, Kellogg Pedigree Plants are sprayed frequently during the entire growing season.

Kellogg Pedigree Plants are never permitted to associate with weeds. To prevent this our hoeing and cultivating forces are kept busy throughout the summer months. Our strawberry fields are kept so entirely free from weeds that the Kellogg Farm is often referred to by visitors as the "Weedless Farm."

Our success in delivering Kellogg Pedigree Plants to our customers in fresh, vigorous, growing condition is due to the strength and vigor of the plants, also the careful and scientific methods which we employ in digging and preparing them for shipment.

All of these features which at first thought may seem of small importance, are in reality highly essential, because they represent the difference between your complete success and only partial success or possibly, entire failure. Setting Kellogg Pedigree Plants means no regrets at fruiting time. They are your insurance of a profitable strawberry crop.

"My Kellogg Pedigree Plants came this morning, and after a several hundred mile trip arrived as fresh as though they had just been dug. You certainly have a wonderful system of packing and anyone ordering Kellogg Pedigree Plants is assured a fair dealing." E. L. Wolven, N. Y.

"The Kellogg Pedigree Plants you shipped me recently have arrived in excellent condition and I attribute this to the high quality of the plants and your careful method of packing."
E. E. Smith, Ontario.

"My plants have just arrived. They must have gone astray but I received them in excellent condition. You pack and ship Kellogg Pedigree Plants in the best possible manner and I shall certainly recommend you to my friends." Ray Phelps, California.

"I have received a great many shipments of strawberry plants, and I always find that Kellogg Pedigree Plants are packed better and arrive in better condition than any others."
B. Moses, Louisiana.

Kellogg Pedigree Plants have proved so universally successful as a result of their high quality and productiveness, that at practically no time since their development have we been able to supply the demand. For this reason, it is to your best interest to send us your order at once. Nothing can possibly be gained by delay but instead, delay is almost sure to result in disappointment.

We do not employ agents, therefore beware of anyone soliciting your order for Kellogg Pedigree Plants or offering to furnish you plants which are claimed to be "just as good."

TO GET GENUINE KELLOGG PEDIGREE PLANTS, SEND YOUR ORDER TODAY DIRECT TO

R. M. KELLOGG CO., Strawberry Specialists, THREE RIVERS, MICH.

KELLOGG'S FREE SERVICE

"The Key to Strawberry Profits"

Your Safeguard

KELLOGG'S Free Service Department was established in the interest of Kellogg customers, and is at your service at all times in any matters pertaining to Kellogg strawberries. Through our Free Service Department, we furnish each Kellogg customer all the information and instructions necessary to insure the highest degree of success. We never knowingly allow any customer to follow unprofitable methods.

It is to our interest that you should succeed in the highest degree with Kellogg strawberries, because the greater your success, the more enthusiastic you will become and the more you will recommend Kellogg Pedigree Plants and our Company.

In order that you may have complete general instructions for growing and selling Kellogg strawberries the Kellogg Way, we will send you absolutely **FREE and POSTPAID** upon receipt of your order for Kellogg Pedigree Plants, our 32-page booklet—

"The Key to Strawberry Profits"

This book was written by the world's leading authority on strawberries. It fully explains the Kellogg Way of growing and selling strawberries, and the valuable information it contains is the result of more than forty years of actual strawberry experience. It explains in a complete and comprehensive manner, every detail of strawberry growing from the preparation of the soil to the marketing of the berries, yet is written in such a plain, simple manner that even a child can easily understand and follow its instructions. It gives just the information and instructions necessary to insure complete success right from the start.

Many of our customers tell us that the information and advice received through our Free Service Department and "The Key to Strawberry Profits" has been of untold value to them. Read what they say:

"I am very well satisfied with Kellogg Pedigree Plants and the service you have rendered me. The information given in your book, 'The Key to Strawberry Profits,' is invaluable."
Roy E. Baxter, Michigan.

"I have found your book, 'The Key to Strawberry Profits,' highly valuable. It is of convenient size to carry right into the strawberry patch." Mrs. J. P. Talley, Iowa.

"I never have seen any other book on strawberry culture that gives as much valuable information as 'The Key to Strawberry Profits'." M. B. Carter, Oklahoma.

"I am growing Kellogg strawberries the Kellogg Way and the results have surprised the natives in this section. I find the Kellogg Way three to four times as productive as any other method of growing strawberries." L. A. Walters, Idaho.

"Have read 'The Key to Strawberry Profits' entirely through twice. It certainly covers everything there is to be said on strawberry culture." A. W. Dinet, Michigan.

Thousands of other Kellogg customers attribute their success to the instructions and advice given in "The Key to Strawberry Profits" and through our Free Service Department.

In addition to instructions for growing and selling Kellogg strawberries the Kellogg Way, "The Key to Strawberry Profits" contains recipes for preparing thirty delicious and appetizing strawberry dainties for all seasons of the year and all occasions. These recipes are very highly appreciated by the women folks.

Read carefully this page, also pages 9, 28 and 29 before making out your order.

Kellogg's Premier, the Prize Winner and Money Maker

Dr. Burrill, the Million Dollar Strawberry

Our regular price for "The Key to Strawberry Profits" is fifty cents, but it will be mailed to you absolutely **FREE and POSTPAID** promptly upon receipt of your order for Kellogg Pedigree Plants. In your own interest we urge you to send us your order right now, so that you may receive this book and become familiar with the work before planting time.

(NOTE: The "Key to Strawberry Profits" is sent FREE only to those ordering Kellogg Pedigree Plants this season. To others, it will be mailed postpaid upon receipt of the regular price, 50 cents.)

Should you meet with any special problems which are not covered in this book, Kellogg's Free Service Department is at your command to give you any additional advice or instructions which your individual case may require. Before consulting our Free Service Department, however, be sure to study carefully "The Key to Strawberry Profits," as undoubtedly it will give you the desired information.

When writing our Free Service Department for information, please enclose postage for reply.

To assist you in making out your order for Kellogg Pedigree Plants, we offer the following suggestions:

It is not necessary for you to send us sample of your soil, as any soil which will produce common farm crops or garden vegetables will grow Kellogg strawberries successfully.

The number of plants required depends upon the system you wish to follow. We recommend either the hill or single hedge row systems. For the hill system, rows are made 30 inches apart and plants set 15 inches apart in the row, requiring 14,000 plants per acre or approximately 100 per square rod. For the hedge row system, rows are made 3 feet apart and plants set 2 feet apart in the row, requiring 7,000 plants per acre or 50 per square rod.

All varieties indicated thus (P) are female or pistillate and require mating which means that bisexuals (of the same season) indicated (B) must be set with them. It is unnecessary however, to mate bisexual varieties, as bisexuals fruit independently. Female or pistillate varieties may be mated by setting alternate rows of bisexual and pistillate, or by following each row of bisexual with three rows of pistillate. The first method requires an equal number of bisexual and pistillate, and the latter only one-third as many bisexual as pistillate.

Strawberry plants should be set in the spring only—during April or May, at your regular garden making time. We begin shipping as soon as weather conditions permit, usually about April first, and do not make any shipments after May 25. Please do not ask us to ship plants at any other time, as we absolutely must refuse.

Your order should be sent to us as early as possible to be sure of getting the varieties you desire. Every year we are compelled to disappoint thousands whose orders are received late in the season. **In 1919, we were obliged to disappoint more than 4,000 customers by returning their money because their orders reached us after our plants were all sold. PREVENT THIS DISAPPOINTMENT BY SENDING US YOUR ORDER TODAY, SO THAT WE MAY RESERVE YOUR PLANTS AND SHIP THEM AT THE PROPER PLANTING TIME.**

If you are not familiar with varieties, tell us the number of plants you wish to set, the dimensions of the ground you intend to set to strawberries, or send us the amount you wish to invest in plants, and our Free Service Department will submit for your approval a list showing number of plants and varieties best adapted to your particular conditions.

The Difference Between Standard and Everbearing Varieties

Peerless, Progressive, Superb and Perfection are the only everbearing varieties we are growing this year. All other varieties listed in this book are standard varieties.

The everbearers produce a late summer and fall crop the same season the plants are set and the second year, fruit almost continuously from June to November, with the exception of a short rest period during July.

Standard varieties fruit only in the spring and early summer and should never be allowed to fruit the same season they are set.

We offer this explanation so that you will not confuse the standard and everbearing varieties in making out your order.

Kellogg Pedigree Plants, grown the Kellogg Way and backed by Kellogg's Free Service, insure your complete success.

Read carefully this page, also pages 6, 28 and 29 before making out your order.

KELLOGG'S BIG FOUR
KELLOGG'S BIG LATE

A Winner—Three Kings and a Pair of Queens

IT is impossible to justly describe the many excellent qualities of Kellogg's Premier, Dr. Burrill, Magic Gem, Kellogg's Prize and Kellogg's Big Late. Our admiration for these wonderful varieties grows stronger every season. To be fully appreciated they must be seen and tasted.

Thousands of unsolicited endorsements like the following from those who have grown Kellogg's Big Four and Kellogg's Big Late, more than verify the strongest claims we have ever made for these varieties:

"We feel that we cannot set any plants except Kellogg Pedigree Plants, as they have given us such splendid satisfaction. You cannot praise your Big Four varieties too highly. They are the finest I have ever grown." Mrs. C. H. Cowles, Wisconsin.

"In all my experience growing strawberries, I never have seen such wonderful berries as Kellogg's Big Late. They are the largest and most uniform, and the flavor is all that any lover of strawberries could desire." J. W. Cooper, Kansas.

"My Big Four varieties yielded at the rate of $2,000 per acre last season, and I consider them among the very best varieties grown." H. S. Cook, Vermont.

"By growing Kellogg's Big Four varieties I have become the leading strawberry grower in our vicinity. I start out with eighteen or nineteen crates of berries and they are all sold before I get three blocks. People just get wild when they see them. When people found out that I had such high-quality berries, they began coming to our house for them. From my small patch I have sold over $200 worth of berries, and besides had all that we could use and gave two other families all they could use." G. W. Borough, Indiana.

Due to the enviable reputation which Kellogg's Big Four and Kellogg's Big Late have established as a result of their many valuable qualities, there is an enormous and steadily increasing demand for these varieties, and only by sending us your order early can you be assured of getting them this spring. To insure against disappointment, send us your order at once. For prices of Kellogg's Big Four and Big Late plants, see Page 29, column 2.

KELLOGG'S PREMIER

(Male or Bisexual)

(For photo-engraving see page 7)

Kellogg's Premier is the grandest and best extra-early variety ever grown. It is a strong pollenizer, vigorous grower and heavy producer of extra large, bright-red berries of most delicious flavor. We have sold several million plants of this variety and have not received a single complaint. It succeeds in all soils and climates. Everyone who has grown Kellogg's Premier agrees with us that it is unequalled either for home use or market. For prices of Kellogg's Premier plants, see page 29, column 2.

DR. BURRILL

(Male or Bisexual)

(For photo-engraving see page 8)

Dr. Burrill surpasses all other mid-season varieties. It is a tall, vigorous grower, roots deeply and is a great drouth resister. Dr. Burrill is a heavy producer of large, dark-red berries which are both fancy and delicious. They reach market in finest condition and always command the highest prices. For prices of Dr. Burrill plants, see page 29, column 2.

MAGIC GEM

(Male or Bisexual)

(For photo-engraving see page 11)

Magic Gem produces the same wonderful crop of big, dark-red, fancy berries in all parts of the United States and Canada. The plants are very hardy with large, heavy, dark green foliage. The berries ripen medium late and practically every berry reaches full maturity. They carry well to distant markets and sell readily at prices which give the grower a big profit.

Our western customers say Magic Gem is their leading medium-late variety, and we also receive splendid reports from eastern and Canadian growers.

Magic Gem is choice either for home use or market. You will like this variety because its productiveness, mammoth size and fine qualities win admiration everywhere. For prices of Magic Gem plants, see page 29, column 2.

KELLOGG'S PRIZE

(Female or Pistillate)

(For photo-engraving see page 12)

Kellogg's Prize has made a record in productiveness and quality of berries that places it at the head of all late varieties. This wonderful pistillate never fails to produce a big crop of extra-fancy berries. The berries are large and delicious, of a bright glossy red with yellow seeds slightly imbedded, and make a most beautiful appearance when packed for market. Regardless of your soil or climate, Kellogg's Prize will give you a big crop of fancy berries which sell at highest prices.

Kellogg's Prize is grown in every section of the country, and the good reports we receive from growers everywhere prove it is faultless. Whether you grow strawberries for home-use or market, be sure to set some Kellogg's Prize. For prices of Kellogg's Prize plants, see page 29, column 2.

KELLOGG'S BIG LATE

(Female or Pistillate)

(For photo-engraving see front cover)

Kellogg's Big Late differs both in plant and fruit from all other varieties. Its foliage grows tall and spreading and each plant is completely surrounded with large, glossy bright-red berries which have a flavor and aroma that is difficult to describe. Big Late is unequalled for shipping as the berries keep in excellent condition for several days after picking. The fact that we have sold several million plants of this variety and received nothing but the highest praise regarding its big crops and beautiful berries should encourage you to set some Big Late plants this spring. For prices of Kellogg's Big Late plants, see page 29, column 2.

Magic Gem, the Gem of Perfection
THOROUGHBRED PEDIGREE
TRADE
MARK
STRAWBERRY PLANTS

Kellogg's Prize the Late Strawberry Without a Fault
THOROUGHBRED PEDIGREE
TRADE
MARK
STRAWBERRY PLANTS

KELLOGG'S NEW RACE
"TRADE-MARK VARIETIES"

WE offered Kellogg's New Race or Trade-Mark varieties to our customers for the first time in 1919, therefore these varieties have not yet had an opportunity to demonstrate their many special merits on our customers' grounds.

Our experience with these varieties in our testing plots again last season however has convinced us more firmly than ever before that wherever they are tested, they are sure to rank among the most popular and biggest money-making standard varieties grown.

The fact that such famous strawberry hybridizers as Albert F. Etter of California and R. M. Sears of Illinois are among the originators of Kellogg's New Race varieties, is in itself sufficient evidence of the value of these originations.

We are adding this year to last season's list of New Race varieties, "Kellogg's Big Wonder" which has passed the Kellogg test perfectly and well deserves this special distinction.

Again this season we have only a very small crop of plants of these varieties, therefore we advise you to send us your order early, as late orders are sure to mean disappointment.

The following descriptions fail to do these varieties justice, as words can give you only a very faint idea of their many excellent qualities. They differ in every way from all other varieties and are the beginning of a new era in strawberries.

For prices of plants of Kellogg's New Race or Trade-Mark varieties, see Page 29, column 3.

(Male or Bisexual)

(For photo-engraving, see page 15)

Rare indeed, are varieties which possess the winning qualities found in Kellogg's Big Wonder, and it gives us real pleasure to offer this wonderful New-Race variety to out customers this year for the first time.

It is a strong bisexual, ideal for mating any medium-late pistillate variety.

In foliage and plant growth, it simply "can't be beat." The plants grow tall and the leaves, which are borne on sturdy, upright stems, are large, very dark green, of exceptionally heavy texture and practically immune to plant diseases.

The plants root very deeply and are not affected by extreme weather conditions.

Its productiveness and the quality of its berries are truly marvelous. The berries are large, very dark glossy red, and in flavor, most delicious.

All desirable qualities are combined in Kellogg's Big Wonder, making it an ideal variety for the home garden and a big money-maker for market.

We cannot recommend this variety too highly and every customer will profit by setting some Kellogg's Big Wonder this season.

For prices, see page 29, column 3.

(Male or Bisexual)

(For photo-engraving see page 21)

Sionilli is a strong late bisexual—an ideal mate for such pistillates as Kellogg's Prize, Kellogg's Big Late and Bedarena.

The plants are strong, upright growers and the roots extend as deeply into the soil as the foliage grows above the surface, which makes it an excellent drouth resister. Sionilli has been thoroughly tested by its originator in his heavy black soil, and we also have thoroughly tested it in our sandy loam soil, and under these two entirely different conditions, it has proved an exceptionally heavy producer of berries of the highest quality. The berries are extra-large, and of real dark-red color, the darkest red we ever have seen in strawberries, and this beautiful color extends to the very center. Sionilli berries are of a supremely delicious flavor, unlike any other strawberry. We never have seen a variety produce more berries or berries of higher quality than Sionilli.

The highest endorsement we can give this variety will not do it justice, as we consider Sionilli one of the most remarkable strawberries ever grown. This wonderful variety offers a great opportunity for both the commercial berry grower and the home garden. For prices see page 29, column 3.

BEDARENA
DARK RED BEAUTY

(Female or Pistillate)

(For photo-engraving see page 22)

Bedarena is a cross of Bederwood and Point Arena Beach varieties, and the name, Bedarena, is a coined word made up of letters taken from the names of its parents. Bedarena ripens in mid-season and is very productive of medium-large, round berries which are red as a ruby and finished like a jewel. It has a flavor that is distinctly its own and differs from all other strawberries. It is strictly a high-class berry, firm enough for shipment and so beautiful and delicious that it commands its own price on any market. Bedarena can be mated with any mid-season bisexual, and when properly fertilized, every blossom develops a perfect berry. As the berries ripen, they gradually fill with sugar and when allowed to remain on the vines until perfectly ripe, are converted into a delicious, sugary confection. The foliage is glossy and leathery, plant is a deep-rooter, resists heat and thrives on poor, sandy soil where ordinary strawberries fail. Try this dark-red beauty.

For prices see page 29, column 3.

Trebla
QUALITY BERRY

(Male or Bisexual)

(For photo-engraving see page 22)

Trebla is the wonderful variety which in an actual try-out, produced at the rate of three quarts of berries per plant, which is a most remarkable yield. The blossoms are so hardy and so well protected by the foliage that they are not easily affected by frost. It is a strong mid-season bisexual and a very heavy producer. The berries are medium-large, of perfect shape, very solid and a decided dark-red color. They do not become soft or fade even in canning. Trebla has a delicious flavor entirely its own, and when growing, does not resemble any other strawberry. In every sense of the word, Trebla is a marvel.

For prices see page 29, column 3.

EURESKO
SWEET CLEAR THRU

(Male or Bisexual)

(For photo-engraving see page 22)

Euresko is an unusually strong grower with large foliage of a tough, leathery texture. It is a very deep-rooting late bisexual, well adapted to any soil or climate. Euresko is immensely productive. Its berries are large, deep-red, and of extra-high flavor. When the plants are in full blossom, they make one of the showiest spots in the garden. It is a grand variety and we urge you to try it. For prices see page 29, column 3.

KELLKO
STRAWBERRY PERFECTION

(Male or Bisexual)

Kellko was obtained from many crosses of the Beach and Wood types of strawberries. To give a complete report and pedigree of the breeding of this variety would require more space than we can devote in this book. Kellko is a late bisexual. The berries are very dark-red and highly flavored. The foliage is large, glossy dark-green and of a tough leathery texture. Kellko makes large plants, large blossoms and large berries. It has been tested in several different soils and in each test has proved a winner.

For prices see page 29, column 3.

Rumark
A REMARKABLE BERRY

(Male or Bisexual)

Rumark is a late bisexual, grows tall and compact, and fruits with Chesapeake but is several times more productive and the berries are almost as large and of better flavor and higher quality. The plants are extremely hardy which cannot be said of Chesapeake. This explains why we substituted this new race variety for Chesapeake. Rumark berries are dark-red, firm and good shippers, and the many other good qualities combined in this variety make it one of the very best. We feel confident that it will prove a big money-maker for growers everywhere.

For prices see page 29, column 3.

Read carefully pages 6, 9, 28 and 29 before making out your order.

Kellogg's Big Wonder

Picking Everbearing Strawberries in October
from a
KELLOGG EVERBEARING GARDEN
"When the frost is on the punkin
and the fodder's in the shock."
(For description and price of Kellogg's Everbearing Garden, see Page 24.)

Superb, the Big Everbearing Wonder

KELLOGG'S EVERBEARERS

NATURE never has created any other treat more rare than Kellogg's big delicious Everbearing Strawberries picked fresh from the vines from early June until snow flies.

Haven't you often, during the fall, had a lingering appetite for something good to eat which nothing seemed to satisfy? Kellogg Everbearing Strawberries will fully satisfy this appetite, and it is pretty safe to assume that's just the purpose mother Nature had in view when she created them.

You cannot appreciate how sweet and delicious and how appetizing these fall berries are, neither can you realize their enormous productiveness, unless you have grown them or seen them fruiting. They are wonderful beyond description.

Kellogg's Everbearers are unsurpassed for the home garden or market, and reports like the following justify our claims that they give bigger and quicker profits than any other crop:

"I have sold $100 worth of fancy berries this year from only 500 Kellogg's Progressive everbearing plants. This is at the rate of $2800 per acre, and I am convinced that Kellogg Pedigree Plants are the most productive and most profitable strawberry plants." W. A. Brock, Idaho.

"From our small patch of Kellogg everbearers, we had fresh strawberries practically without a break from early June until November, and in addition sold over $25 worth, realizing as high as 60 cents per quart for them." C. H. Morgan, New York.

"I sold $203.37 worth of berries right here at the house last year from only 500 Kellogg's Progressive everbearing plants. Besides this cash profit, we used three boxes every day for our own family, and put up our winter supply." J. W. Summey, Washington.

"I realized $6.50 per crate of 24 pints for my Superb everbearing strawberries last fall. Some of the berries were so large that a box would hold just nine berries." J. Cook, B. C.

You can do fully as well as our other customers because our book, "The Key to Strawberry Profits," which will be sent to you FREE AND POSTPAID upon receipt of your order, tells how to grow Kellogg Everbearers and how to sell the berries for highest prices.

There is a very small crop of Everbearing plants this season and the demand is enormous. If you want Kellogg Everbearers this spring, it's to your interest to send us your order just as quickly as possible. For prices of Kellogg Everbearing plants, see page 29, column 4.

PERFECTION EVERBEARER

THE $1,000.00 PRIZE WINNER

(Male or Bisexual)

This is the everbearing variety which won the $1000 cash prize offered for the everbearer which proved nearest perfection, and this explains why we have named this everbearer "Kellogg's Perfection."

In the contest for this $1000 prize, it was necessary for the winning variety to excel in the following merits:

First: Strong, hardy and vigorous in plant growth.

Second: Unusual productiveness.

Third: Uniformly large and well-formed berries of rich color, delicate flavor and high quality.

Fourth: Uniformly productive from early spring until late fall.

This trying contest covered several years and was open to all everbearers. Kellogg's Perfection won easily on each and every requirement.

It differs in every respect from all other everbearers and we are fully confident that this everbearer, which we are introducing this season, will more than satisfy your highest expectations.

We must limit each customer to only 25 plants, (no more, no less), of Kellogg's Perfection this season as it will require most of our crop for our own setting. These plants will be furnished while they last at only $5.00 for 25 plants, delivered, all transportation charges prepaid, to your nearest Express or Post Office.

PROGRESSIVE EVERBEARER

(Male or Bisexual)

(For photo-engraving see page 2)

Progressive is a strong, upright grower, deep rooter and great drouth resister. It fruits abundantly about three months after plants are set and continues to fruit until heavy freezing weather. The berries are medium large, rather dark-red in color and of most delicious flavor. Progressive ripens earlier in the spring than any of the standard varieties, and for this reason, the berries command the highest prices. The fall crop sells readily at 30 to 50 cents per quart. Progressive is so extremely hardy that neither blossoms nor berries are injured by early fall frosts. Progressive is an ideal variety either for home use or market. For prices of Progressive plants, see page 29, column 4.

SUPERB EVERBEARER

(Male or Bisexual)

(For photo-engraving see page 18)

Superb grows low and spreading. The berries are produced beneath the foliage which protects them from frost and other weather conditions. Superb does not produce as many berries as Progressive but its berries are larger. Superb begins fruiting about three months after plants are set, producing a big crop the first year, and another big crop the second year extending from early spring until late fall. The berries are dark-red, very large, firm and fancy, and one of the best varieties for shipping to distant markets. Superb also is ideal for the home garden. For prices of Superb plants, see page 29, column 4.

PEERLESS EVERBEARER

(Male or Bisexual)

(For photo-engraving see page 25)

Peerless produces as many berries as Superb, and its berries are fully as large, but are a trifle darker in color. The foliage grows taller and more upright than Superb. It not only produces an extra-large crop during the spring and early summer, but a big crop in late summer and fall. The plants are completely surrounded with big, red berries. Peerless is ideal either for home use or market and is highly recommended by all who have seen it in fruit. For prices of Peerless plants, see page 29, column 4.

Other Varieties

THE varieties described on this page thrive and produce abundant crops of choice berries in all soils and climates. In the test of time, they have proved the best of the old favorite standard varieties and we highly recommend them for the home garden or for market. For prices of plants of these varieties, see Page 29, column 1.

Aroma (B) Male or Bisexual

LATE. Grows low and spreading. Heavy producer of large, rather round, dark-red berries. Extra-good shipper and splendid keeper. One of the best late varieties. For prices see page 29, column 1.

Glen Mary (B) Male or Bisexual

MID-SEASON. Medium tall and heavy grower. Very productive of extra large, bright-red berries, which shade to a lighter color at the tip. Its productiveness, shipping and other good qualities have made it a favorite in many localities. For prices see page 29, column 1.

Haverland (P) Female or Pistillate

EARLY. Plants grow rather tall and spreading. Exceedingly productive of long, medium-size. bright-red berries. One of the best of the old-time standard varieties. For prices see page 29, column 1.

Senator Dunlap (B) Male or Bisexual

EARLY. A tall, dense and very hardy grower. Grown successfully throughout the world. It is exceedingly productive. Berries are large, very dark-red, of perfect form and splendid for shipping, canning or immediate table use. One of the oldest, most profitable and most widely known of the standard varieties.
For prices see page 29, column 1.

Warfield (P) Female or Pistillate

EARLY. Tall and extra-strong grower. Very hardy and succeeds everywhere. One of the most productive varieties in existence. Berries are medium large, smooth, very dark-red and attractive. One of the very best shippers and canners. Warfield will be found wherever strawberries are grown. A choice variety for the home garden or field.
For prices see page 29, column 1.

Wm. Belt (B) Male or Bisexual

MID-SEASON. Medium tall grower with very heavy foliage. Produces big, bright-red berries in great abundance. Berries are slightly irregular in form but of the highest quality. A very popular and most splendid variety. For prices see page 29, column 1.

Kellogg's All-Metal One-Piece Dibble

A superior tool for setting strawberry or vegetable plants. With this dibble one person can set 2,500 to 3,000 plants a day. Handle and blade are made in one piece, from good grade of sheet steel. Price, only $1.00 each, delivered all transportation charges prepaid to your nearest Express or Post Office. Order early as our supply is limited.

$826.20 IN 1919 FROM THIS QUARTER ACRE OF KELLOGG EVERBEARERS

R. M. Crisman of California, the proud and enthusiastic owner, says:

"We have sold $826.20 worth of berries this year up to the present time (September 4, 1919) from this quarter acre patch of Kellogg Superb Everbearers. We are still picking and will be for some time. I counted as many as forty-five ripe berries, besides a great many green ones, on one plant at one time. I will want about 2,000 more Kellogg Pedigree Plants next spring."

Sion-illi
Big in Size Big in Yield
THOROUGHBRED PEDIGREE
TRADE
MARK
STRAWBERRY PLANTS

BEDARENA
DARK RED BEAUTY
EUREKA
Trebla
QUALITY BERRY

KELLOGG STRAWBERRY GARDENS

(For photo-engravings, see pages 16 and 17, 31 and back cover)

THE world-famed Kellogg Strawberry Gardens are now supplying thousands of homes throughout the country (the year 'round without cost) with the largest, sweetest and most delicious strawberries grown. And more than this—many of these homes realize substantial cash profits each year from the surplus berries for which there is an ever-increasing demand at big prices. Reports like the following, (which accurately represent thousands received every season from satisfied and enthusiastic Kellogg customers in all parts of the country), should convince you that a Kellogg Strawberry Garden is a big paying investment:

"We picked more than 200 quarts of beautiful, luscious berries from our Kellogg's Big Four garden last season, and they sold readily at an average price of more than 25 cents per quart. Our customers became really annoying as there were two hands outstretched for every quart of berries long before we had them picked. Everyone who saw this garden said it was the finest patch of berries they had ever seen." Melvin Pettingill, New York.

"Our small Kellogg Everbearing Garden produced all the berries we could use at home last season, and in addition we sold about $50 worth." J. W. Foote, Iowa.

"I have made $200 from my small Kellogg Strawberry Garden and am convinced that this is the best paying crop." J. S. Ayres, Ohio.

"From my small Kellogg Strawberry Garden, I sold $40 worth of berries and besides we had all we could use at home, canned enough for winter and gave a great many away. We had fresh strawberries for Thanksgiving dinner." J. B. Hilliard, New Jersey.

"I have sold $113 worth of berries from the Kellogg Strawberry Garden I planted last year. This is not a large income, but for a man of seventy-three whose chief dividend is the good health derived from this work, it helps out." John A. Comstock, California.

"We picked 400 quarts of high-quality berries from our Kellogg Strawberry Garden last season, picking the last berries November 17th. I regret that I did not set several thousand Kellogg Pedigree Plants instead of only a few hundred." A. Larson, Wisconsin.

Kellogg Strawberry Gardens appeal alike to rich and poor—to men and women of all classes and in all walks of life. A Kellogg Strawberry Garden, although it will furnish your family with a genuine luxury the year 'round, is not in itself a luxury. It is an absolute necessity to any home. No family, regardless of size or circumstances, can afford to be without one, because it will contribute more genuine, all-the-year-'round satisfaction and enjoyment to the home than anything else you can grow. And besides, don't overlook the big cash profit from the surplus berries after your own folks have had their fill and have put up the winter supply.

Dr. B. M. Vander Voort of Illinois, in His Patch of Kellogg's Premier

He says: "My 100 Kellogg Premier Plants have borne remarkably well, producing all the fresh strawberries we could use and enough for putting up our winter supply.

"This variety has given me entire satisfaction."

It is impossible to describe in mere words, the irresistible and bewitching delights of a Kellogg Strawberry Garden, nor will space permit naming the many advantages one of these gardens affords. One big advantage, however, in addition to the cash profit, is having your own strawberries free—all you want of them the year 'round—fresh from the vines from June until snow flies and prepared in the many delicious and appetizing ways for the long dreary winter months when you will prize them so highly.

The demand for strawberries of high quality, which always has been far in excess of the supply, is steadily and rapidly increasing, and this increased demand naturally means much higher prices.

The following market news item which appeared during the height of the

1919 fruiting season, in the Grand Rapids Press, one of Michigan's largest daily newspapers, indicates that families not growing their own strawberries either must be content with very few during the entire year and pay big prices or go without them entirely:

> **"Strawberries sold on the market this morning at $4.50 to $5.25 per crate. The strawberry crop is large but prospects are not favorable for low prices to the consumer, as the canneries are bidding $3.50 to $4.00 per crate and will take all they can get at that price."**

And the many reports which we are constantly receiving from homes in all sections of the country, convince us that this same condition exists everywhere:

> "Although we are in the finest berry-raising section of our State it is almost impossible to buy a decent berry, therefore I have decided to have a Kellogg Strawberry Garden."
> Mrs. Frank Hackett, New York.

> "I have never grown strawberries, but they have become so expensive that I cannot afford to look at them any more, and we wish to start now with a Kellogg Strawberry Garden."
> D. C. Parker, Michigan.

The situation is alarming. No time should be wasted. Every home with even a small back yard should have its own strawberry garden, and those planting Kellogg Strawberry Gardens are assured the biggest crops of highest quality berries and the biggest surplus to turn into cash profit.

If you are not growing your own Kellogg strawberries, how often during the year does your family have the rare opportunity to enjoy their fill of this delicious fruit? Seldom, no doubt. This seems indeed unfair to them, when a small amount invested in a Kellogg Strawberry Garden would provide all the delicious and healthful Kellogg strawberries they could possibly use, both summer and winter, without one cent expense to you.

Don't depend any longer upon the grocer, huckster or some other source for your strawberries and pay high prices for berries of common or inferior quality, but plant a Kellogg Strawberry Garden this spring. Don't let this season slip by without doing so, but order your Kellogg Garden at once while you have it in mind and before they are all sold. After once enjoying its many advantages, you will agree that we have done you a genuine favor in making this suggestion, and nothing will ever tempt you to again be without one.

The regular Kellogg Strawberry Gardens described below will meet the requirements of practically any family; however, if you fail to find in these just what you want, our Free Service Department will gladly select and submit for your approval a list showing varieties and number of plants composing a Kellogg Garden best adapted to your particular requirements. There is absolutely no charge for this service—it's free.

Kellogg's Everbearing Garden

(For photo-engravings see pages 16, 17 and 31)

Special delivered price only $7.50

Consists of 250 choice everbearing plants selected from everbearers pictured and described in this book. This garden should give you big, delicious berries about three months after plants are set, and next year it should fruit from early summer until late fall. Our special delivered price for this complete Garden is only $7.50.

Kellogg's Big Four Garden

(For photo-engraving see back cover)

Special delivered price only $7.00

Consists of 400 plants of Kellogg's famous Big Four varieties—100 Kellogg's Premier, 100 Dr. Burrill, 100 Magic Gem and 100 Kellogg's Prize or Kellogg's Big Late. This wonderful Garden gives you a selection of the heaviest producing standard varieties grown, and the berries are large and of a quality that leaves nothing to be desired.

Our special delivered price is only $7.00.

Kellogg's Junior Garden

(For photo-engraving see page 31)

Special delivered price only $4.50

Consists of 200 Kellogg Pedigree Plants of our own selection as follows: 50 each of three choice standard varieties (including 50 plants of one of Kellogg's Big Four), also 50 choice everbearers. This is our small family Garden.

Our special delivered price is only $4.50.

IMPORTANT: Right now is the time to order your Kellogg Garden so that we may reserve it for you and send it, all transportation charges prepaid, at the proper planting time in April or May, which are the only two months for planting Kellogg Gardens. As soon as your order is received, we will mail you FREE AND POSTPAID our valuable book, "THE KEY TO STRAWBERRY PROFITS," which tells how to produce the biggest crops of highest quality berries.

Peerless, the Big, Solid Beauty

Individual Strawberry Shortcake.

Strawberry Sun Preserves.

Strawberries and Whipped Cream.

Strawberry Pie with Whipped Cream.

Strawberry Mousse.

What the Past Has Taught Us

DEAR FRIENDS:

Since my last visit with you, conditions for which we all so long had prayed and yearned, have been realized. The world has been made a safer and better place in which to live. Most of our boys have returned, and while I rejoice over the safe return of our own soldier son, yet I mourn deeply for you whose loved ones—to many your all—never are to return. The chord of human sympathy responds to you in its highest degree, and your only comfort can be that their sacrifice was not in vain. In true reverence to them, it now becomes our sacred duty to encourage and maintain only those conditions which eventually will insure lasting world-wide peace, happiness and prosperity. If we are to accomplish this, however, we must not dwell too much in the past. The future is to be reckoned with, and we should cheerfully and earnestly meet the obstacles of each succeeding day with a determination to be of the highest service to humanity.

The past has taught us many valuable lessons. We have learned self-sacrifice, the necessity of saving, the value of true economy, and we have experienced as never before, that real happiness which comes through serving others. We also have realized the importance of highly productive fields and gardens. A hungry world must be fed else true peace and happiness cannot long be maintained.

It therefore becomes the duty of every woman, regardless of circumstances, to increase the productiveness of her back yard or garden, producing not only sufficient for her own family's requirements, but a surplus to help in supplying the world's urgent demand for more food.

My own little garden produced more fruit and vegetables last year than ever before and it is my determination to make it still more productive, if possible, this year. Besides fully supplying our own family and my two married daughters with strawberries and small fruits, my cash receipts from the surplus amounted to more than $100 last year, and the amount of fruit we used in our own families was considerable, because we are all very fond of strawberries and serve them in some manner practically every meal.

I now find it much easier to put up strawberries for winter than it was a few years ago because the everbearers enable for me to do my canning and preserving during the cool weather of September and October. This is a decided advantage.

My Strawberry Dainties shown on Page 26 are only a few of the many delicious and appetizing ways in which strawberries may be prepared. In order that you may enjoy these and many others, I have given recipes for thirty strawberry dainties in "The Key to Strawberry Profits," as described on Page 6.

In addition to the cash profit and many other advantages my garden affords, I find healthful recreation and pleasure in the work which cannot be measured in dollars and cents, and if you will accept my advice and plant one of these profitable gardens this spring, I am sure that when it begins fruiting, like many others, you will say I have been of real service to you.

I receive numerous letters of appreciation right along and I can't tell you how I enjoy reading them and how happy it makes me to feel that I have been the means of getting so many women interested in strawberry growing, and to know of their wonderful success in this healthful, delightful and profitable work.

If we are to profit by what the past has taught us, we must take advantage of every opportunity in providing for the future. Let us then, as wives and mothers, be loyal and faithful to our task. Sincerely yours,

Mrs. J. E. Beatty

INSTRUCTIONS AND TERMS

Read Carefully Before Ordering

WE never employ agents. This book is our only salesman. Beware of anyone soliciting your order for Kellogg Pedigree plant as they can be obtained only by sending your order direct to R. M. Kellogg Co., Three Rivers, Mich.

The varieties listed and described in this book are the only ones we are growing this season. Please do not ask us to quote prices on any other varieties, as we cannot do so.

All orders are booked in the rotation in which they are received. The earlier your order is received, the more certain you will be to get the varieties of your choice.

We never ship plants C. O. D. nor until fully paid for, nor do we book orders and reserve plants until at least part payment is made, except to State or Public Institutions.

We do not accept orders amounting to less than $1.00. Full payment should be sent with orders amounting to less than $5.00, but if your order amounts to $5.00 or more, and you cannot send full payment with order, you may send a payment of one-third the amount with the order, but the balance must be sent not later than April 1st. Full payment should be included with orders sent to us after March 15.

We endeavor to acknowledge receipt of all orders promptly, but during March and April, we receive so many orders daily that it is impossible to acknowledge receipt of all orders the same day they are received. However, should you fail to receive acknowledgement within a reasonable time, write us, giving the date and description of your remittance.

If you wish to increase or make any change in your order after it has been booked, don't fail to refer to the order number. Orders are not subject to cancellation and we cannot change any order after April 1. Additional plants may be ordered at any time, but if an additional order is received after April 1, it will be booked and shipped separately.

It is advisable to have your plants shipped just as early as possible. We begin digging and shipping plants in the spring just as soon as weather conditions will permit, which is usually about April 1st, and continue until May 25th. Please do not request us to ship plants at any other time as we absolutely must refuse. Unless you instruct us to ship your plants on a certain date, we shall use our own judgment as to date of shipment.

Kellogg Pedigree plants are accurately counted and tied into bunches of twenty-five plants each, and each bunch bears a label giving the name and sex of the variety.

Should you change your residence, advise us at once, giving both your new and old address. Always sign your name the same, as this prevents confusion of names and enables us to give your letters prompt attention.

HOW TO SEND MONEY

All payments for plants should be made by Post Office or Express Money Order or by bank draft or registered letter. Currency or coin not registered is sent at your own risk. If you send a personal check, add 10 cents extra as our bank charges us this amount for exchange.

OUR GUARANTY

With our careful methods of growing, labeling and packing plants, mistakes are practically impossible. We therefore guarantee Kellogg Pedigree plants to be true to name and free from all insects or fungous diseases, but we accept all orders with the express understanding that, should a mistake occur, we are not to be held responsible for more than the amount paid us for the plants. All claims for mistakes or adjustments must be made immediately upon receipt of plants, advising us the number of plants of each variety you have received, also the number of crates or packages containing the plants. This will enable us to investigate the claim promptly.

Kellogg Pedigree Plants are delivered to the Transportation Company in strictly first-class condition and thereupon our responsibility ceases. We cannot, and will not be in any way responsible for the crop. All orders are accepted subject to crop and weather conditions and with the mutual understanding that R. M. Kellogg Co. will not be held responsible for loss or delay after plants are turned over to the Transportation Company, or for inability to fill any order through conditions resulting from an act of Nature, labor situation, or any other cause beyond our control.

SUBSTITUTION

We seldom find it necessary to substitute, but should we be unable to furnish plants of varieties you have ordered, may we substitute with other varieties equally as good or better? It is very important that you answer this by writing "yes" or "no" on the order sheet. If you do not express your desire, we shall assume that you wish us to use our judgment. You may rest assured that we shall not substitute in any case, unless it is absolutely necessary.

Price List of Kellogg Pedigree Plants

Delivered, All Charges Prepaid, to Your Nearest Express or Post Office

FOR SPECIAL PRICES OF KELLOGG STRAWBERRY GARDENS, SEE PAGES 24 AND 30

(NOTE: This 1920 Price List supersedes and cancels all previous prices)

Read carefully this page, also pages 6, 9 and 28 before making out your order.

INSTRUCTIONS FOR DETERMINING THE COST OF PLANTS

BENEATH the varieties in each of the four columns below is a complete scale of prices, each scale applying separately to every individual variety listed in the same column.

If you want plants of more than one variety, figure the cost of each variety separately, the same as though you were ordering only that one variety, as the price which appears opposite any given quantity of plants represents the cost of each variety in that column, and not a combination of varieties. For example: 200 Kellogg's Premier listed in Column 2 cost $3.20, but should you order 100 Kellogg's Premier and 100 Dr. Burrill, each 100 plants will cost you $2.00; making a total cost of $4.00.

500 or more plants of any one variety are sold at the 1000 rate.

Please write very plainly and be sure your order is correctly made out.

COLUMN 1 STANDARD VARIETIES	COLUMN 2 STANDARD VARIETIES	COLUMN 3 STANDARD VARIETIES (NEW RACE)	COLUMN 4 EVERBEARERS
AROMA (B) GLEN MARY (B) HAVERLAND (P) SENATOR DUNLAP (B) WARFIELD (P) WM. BELT (B)	KELLOGG'S PREMIER (B) DR. BURRILL (B) MAGIC GEM (B) KELLOGG'S PRIZE (P) KELLOGG'S BIG LATE (P)	BEDARENA (P) BIG WONDER (B) EURESKO (B) KELLKO (B) RUMARK (B) SIONILLI (B) TREBLA (B)	PEERLESS (B) PROGRESSIVE (B) SUPERB (B)
25 plants $0.65	25 plants $0.85	25 plants $1.75	25 plants $1.40
50 plants 1.00	50 plants 1.25	50 plants 2.60	50 plants 2.15
75 plants 1.30	75 plants 1.65	75 plants 3.40	75 plants 2.70
100 plants 1.60	100 plants 2.00	100 plants 4.15	100 plants 3.35
125 plants 1.80	125 plants 2.30	125 plants 4.75	125 plants 3.85
150 plants 2.00	150 plants 2.60	150 plants 5.40	150 plants 4.35
175 plants 2.20	175 plants 2.90	175 plants 6.00	175 plants 4.85
200 plants 2.40	200 plants 3.20	200 plants 6.65	200 plants 5.35
225 plants 2.60	225 plants 3.50	225 plants 7.25	225 plants 5.85
250 plants 2.85	250 plants 3.80	250 plants 7.90	250 plants 6.35
275 plants 3.05	275 plants 4.10	275 plants 8.50	275 plants 6.85
300 plants 3.30	300 plants 4.40	300 plants 9.15	300 plants 7.35
325 plants 3.50	325 plants 4.60	325 plants 9.65	325 plants 7.75
350 plants 3.65	350 plants 4.85	350 plants 10.15	350 plants 8.15
375 plants 3.85	375 plants 5.10	375 plants 10.65	375 plants 8.55
400 plants 4.00	400 plants 5.35	400 plants 11.15	400 plants 8.95
425 plants 4.15	425 plants 5.50	425 plants 11.50	425 plants 9.20
450 plants 4.25	450 plants 5.65	450 plants 11.85	450 plants 9.45
475 plants 4.35	475 plants 5.80	475 plants 12.20	475 plants 9.75
500 plants 4.50	500 plants 6.00	500 plants 12.50	500 plants 10.00
1000 plants 9.00	1000 plants 12.00	1000 plants 25.00	1000 plants 20.00

KELLOGG'S FREE DELIVERY

The prices quoted on this page represent exactly what your plants will cost delivered to your nearest Express or Post Office as we prepay all transportation charges but we reserve the right to ship either by Express or Parcel Post. We cannot however, pay the duty on plants shipped into Canada. This must be paid by the customer when the plants arrive at the Customs House.

R. M. KELLOGG CO., Strawberry Specialists, THREE RIVERS, MICH.

KELLOGG'S BIG CASH PRIZE GARDEN

(For photo engraving see Page 31.)

HOW would you like to win a **Cash Prize of $25, $15 or $10** from a Kellogg Strawberry Garden, in addition to the regular profits made from your strawberries? Kellogg's Big Cash Prize Garden Club offers you this very opportunity.

Anyone, except those connected with our Company or our employes, may become a member of this club. No member of our Company nor any of our employes, however, are allowed to enter into this contest. It's a fair, square, free-for-all race for Kellogg customers only, and no favoritism is shown any member.

You have just as good an opportunity to win a **$25, $15 or $10 Cash Prize** as any other member, because these three prizes will be awarded to members who realize the most quarts and dollars from this garden in 1921, and it's up to you to make your garden a winner.

There is no membership fee, and the fact that you are now growing strawberries will not prevent you from entering this contest. To become a member of this Club, it is only necessary for you to order Kellogg's Big Cash Prize Garden, composed of the following varieties which are universal favorites and succeed in all soils and climates:

50 Kellogg's Premier, (the prize winner and money maker)
50 Dr. Burrill, (the million-dollar strawberry)
50 Magic Gem, (the gem of perfection)
50 Kellogg's Prize, (the late strawberry without a fault)
50 Kellogg's Progressive, (the universal everbearer)

Our Special Club Price for this garden is only $6.00 delivered, all transportation charges prepaid to your nearest Express or Post Office. This means an actual cash saving of $1.15 to you.

As soon as your order is received, we will send you **FREE and POSTPAID** our book, "The Key to Strawberry Profits," described on Page 6. This book tells you how to get the best results from your strawberry garden, therefore it's to your interest to send us your order at once so that you may receive this book and prepare to win one of the following cash prizes which will be awarded to the winners in this contest in 1921:

FIRST PRIZE—$25.00 IN CASH to the member realizing the most quarts and dollars from these 250 plants in 1921 to September 1, inclusive.

SECOND PRIZE—$15.00 IN CASH to the member realizing the second greatest yield and profit.

THIRD PRIZE—$10.00 IN CASH to the member realizing the third greatest yield and profit.

Should two or more contestants tie for any one of these prizes, each tying contestant will be awarded the full amount of that particular prize.

All berries produced by this garden, whether used at home, given away or sold, should be included in your report and figured at prevailing market prices, giving the total value of the berries produced. Your report must reach us not later than September 15, 1921 in order to be considered and it must clearly state that the yield and profit were realized during 1921 to September 1, inclusive, from Kellogg's Big Cash Prize Garden planted in 1920.

1919 Prize Winners

WE QUOTE BELOW, SUBSTANCE OF REPORTS RECEIVED FROM 1919 PRIZE WINNERS:

Winner of $10.00 First Prize in 1919

"We picked 2200 quarts from our Kellogg's Big Cash Prize Garden in 1919 which made us a cash profit of $240.00. This is at the rate of more than 2 1-2 quarts per plant.

These plants were a sight and many people who saw them wanted to know where to get such plants. I referred them to you and I will also want more Kellogg Pedigree Plants next spring." R. O. Gueldner, Linlithgo, New York.

Winner of $5.00 Second Prize in 1919

"My Kellogg's Big Cash Prize Garden which I planted in 1918, yielded 798 quarts of choice berries this year, which sold for $199.50.

I am indeed very well pleased with my success with Kellogg Pedigree Plants." Wilbur White, Irving, Illinois.

Whether you want to compete for one of the cash prizes offered, or to get the boy or girl interested in this big money making business and at the same time start them on the right road in business life, Kellogg's Big Cash Prize Garden Club affords a most excellent and highly profitable opportunity.

We will gladly enroll you as a member of this club upon receipt of your order for a Kellogg's Big Cash Prize Garden described above, but we can furnish only a limited number of these gardens, and for this reason we urgently advise that you order yours at once. It will be reserved for you and shipped all transportation charges prepaid, at the proper planting time in the spring.

Kellogg's Junior Garden

Kellogg's Everbearing Garden

Kellogg's Big Cash Prize Garden

KELLOGG'S BIG FOUR GARDEN

"You'll fall in love with it when the berries ripen"

Consists of the following 400 plants of Kellogg's famous Big Four Varieties which are fully described on page 10:

100 Kellogg's Premier, (The Prize-Winner and Money-Maker)
100 Dr. Burrill, (The Million Dollar Strawberry)
100 Magic Gem, (The Gem of Perfection)
100 Kellogg's Prize, (The Late Strawberry Without a Fault)
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